

Who We Are - 2 Minutes

0:00 Invariably you're going to be asked about, who are you guys? Like, what do you guys do exactly? And you'll need to have a stock answer that answers that question quickly and efficiently without over-explaining and certainly without leading to more questions.

0:16 So once you absorb this information, and it doesn't matter what the product or service is, you're going to have to have short and brief answers to this.

0:26 There's a few points here I'm just gonna go over quickly. With respect to our services. We're a national, I'm going to use the word painting for the market and Boston for the area.

0:37 We are a national painting brand and deliver exclusive business to one solid local contractor in the Boston area. The contractor then becomes our local agent or local partner.

0:47 If you don't ask anything else, then don't say anything more. If you do ask more, then you can add a bit more information, such as 100% of the business we deliver is done exclusively by the local business.

0:59 Ignore this little font here. It's supposed to be a big font, so sorry about that. It doesn't mean anything here.

1:09 We can also say we do not perform any painting services directly as all the services are performed by the local agent.

1:17 We specialize in creating national marketing brands for service businesses. We focus primarily on residential contracts, but we do get some smaller commercial business as well.

1:27 And what you wanna do is if they ask one of these questions and you answer it, hopefully only with the first one, then you have to jump to saying, but let me just send you a little bit more information.

1:38 There's a five minute video that's pretty well gonna answer most of your questions. So try to get to that point because you don't want them to ask you too many questions.

1:48 You don't want to get into a sales call. But if you do ask who we are, then you'll need to have an answer for that.

1:55 So that's it for that one.